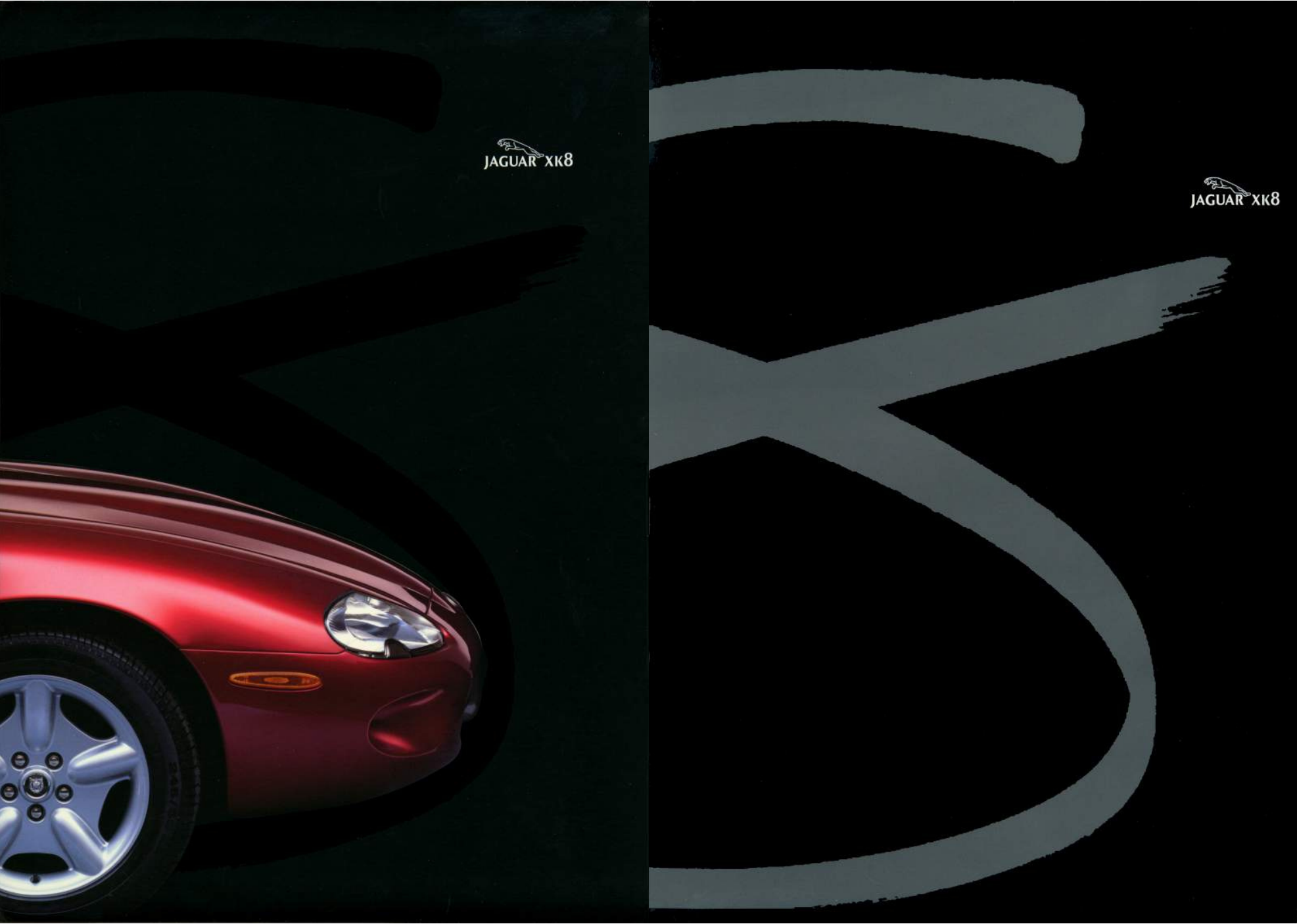
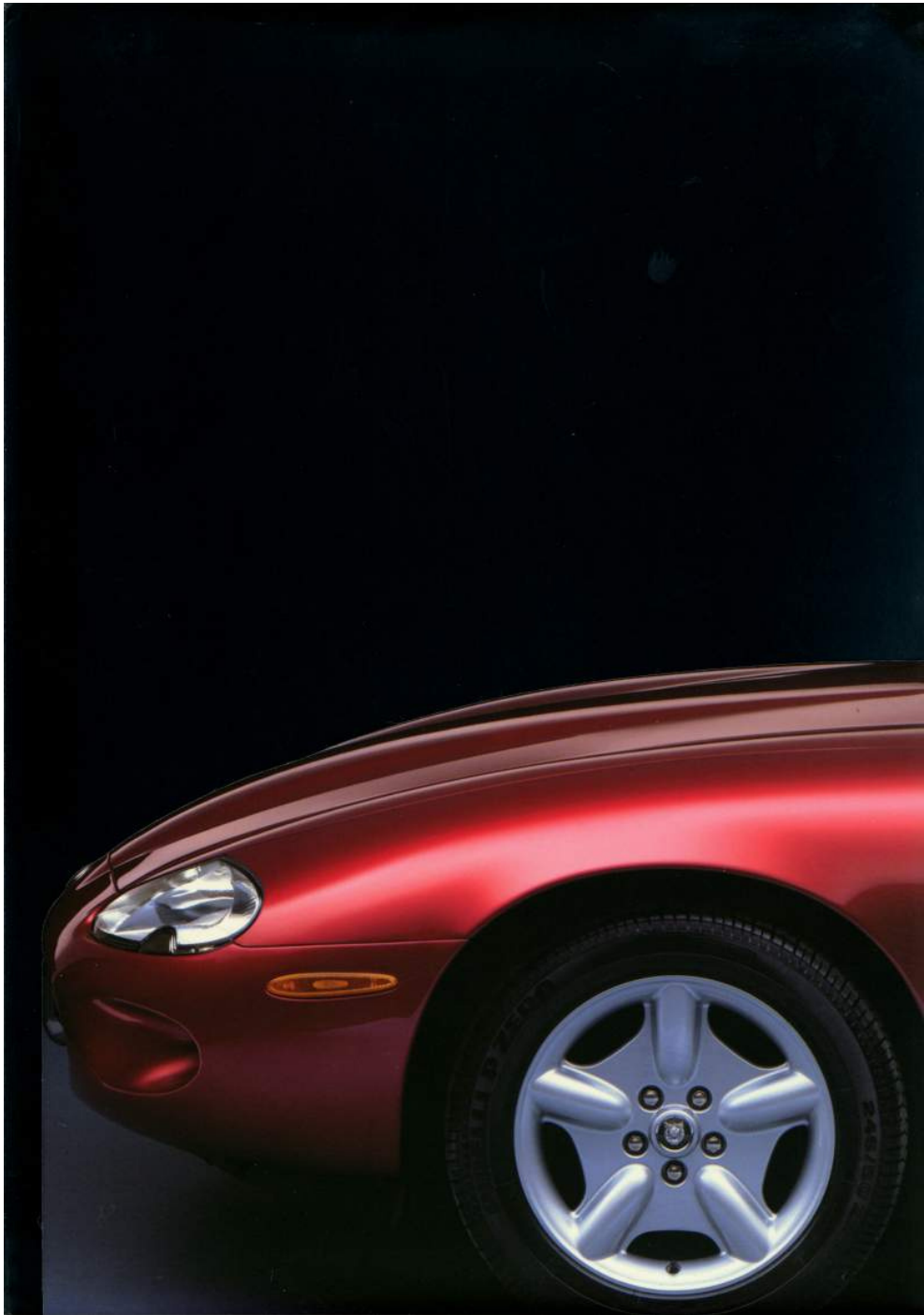






XK8 COUPE & CONVERTIBLE



JAGUAR SPORTSCAR LINEAGE



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INFORMATION

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JAGUAR XK8 SPORTS CAR NOW ON SALE

Jaguar's new XK8 coupe and convertible sports cars go on sale immediately in the UK and will be introduced in the company's sixty export markets within the next few weeks.

Jaguar projects worldwide XK8 sales of over 12,000 units in 1997, the car's first full year on the market. In the order of 60 per cent of XK8 production is allocated to the US market, where 70 per cent of the sales are expected to be convertibles. In the UK, which is forecast to take 20 per cent of XK8 worldwide volume, 60 per cent of sales will be coupes. Other major markets for XK8 are Germany, representing seven per cent of projected sales, and Japan four per cent.

The XK8 is the company's first new sports car for a generation and represents the latest step in Jaguar's long term product strategy, following the worldwide sales success of the award winning XJ Series saloon, launched in 1994.

Setting new standards in the sports car market

Building on Jaguar's heritage, XK8 delivers a unique blend of style, luxury, refinement and craftsmanship while setting new standards in the sports car market for dynamic performance, advanced technology, quality and reliability.

Jaguar engineers have created a completely new body design and a new interior incorporating major feature and functional improvements. Around 90 per cent of XK8 parts are either new or have been carried over from the new XJ Series saloon range.

more...

Jaguar XK8 sports car now on sale...2

The new AJ-V8 engine and 5 speed automatic transmission achieve major advances in performance and economy over XJS and provide best-in-class levels of performance feel and powertrain refinement. The XK8 also maintains Jaguar's reputation for best-in-class ride and handling balance with new suspension, steering and braking systems.

State-of-the-art multiplexed electronics support the comprehensive feature specification and provide world class reliability.

Commenting on the introduction of the new XK8, Nick Scheele, Jaguar's Chairman and Chief Executive said: "The launch of the XK8 marks the beginning of a new era in Jaguar sports car history. I am confident that XK8 with its outstanding beauty and all-new powertrain will re-establish Jaguar as a producer of high quality, exciting and technically innovative sports cars."

A new car in just 30 months

The engineering process for XK8 drew heavily from industry best practice to deliver the new car in just 30 months from programme approval. The early involvement of world class suppliers in simultaneous engineering teams, advanced quality planning techniques and knowledge based engineering helped XK8 achieve all functional and quality targets.

Elegant and powerful flowing lines

XK8 made its debut at the Geneva and New York shows earlier this year to critical acclaim. The powerful flowing lines of XK8 evoke the great Jaguar sports car legends - the XK120, the C, D, and E-types and more recently the XJ220. Within the styling parameters, XK8 bodies are designed for manufacture to the highest standards of quality, incorporating all the associated values of strength, refinement and durability.

The body panel count of XK8 is reduced by 30 per cent over XJS for improved build quality through reduced complexity. Torsional stiffness is increased by 25 per cent, placing XK8 among the leaders in this key aspect of safety and refinement. No Adjust Car Build principles use master location points on each panel to ensure accurate fitment in the assembly process.

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Refined power from new AJ-V8 powertrain

At the heart of the XK8 is an all-new, AJ-V8 engine. Designed and developed by Jaguar, this 4.0 litre, 290 bhp, 32-valve, quad cam V8 sets new standards of refined power for the Jaguar marque - high performance, smooth power delivery and exceptional refinement.

The AJ-V8, only the fourth Jaguar series production engine in the company's history, is coupled with Jaguar's first five speed automatic transmission which matches perfectly the engine's power and torque.

Among the many advanced features of the new engine is a programmable variable cam phasing (VCP) system, which helps to deliver a minimum 80 per cent of peak torque (393 Nm) between 1400 and 6400 rev/min, giving effortless, responsive performance. The engine is the lightest in its class at only 200 kg (400 lbs) and the structure is extremely rigid to optimise refinement.

The design of the patented low volume, high velocity cooling system helps achieve a very fast warm up, contributing to the excellent fuel economy. The close-coupled catalytic converters, which begin to operate within 30 seconds of start-up, thin-walled cast exhaust manifolds and fast engine warm up also deliver low emissions.

A convertible with coupe refinement

The XK8 soft top continues Jaguar's design tradition, being fully lined and insulated to give coupe-like cabin refinement. When the top is retracted, an easily attached soft cover provides a classic, British sports car appearance.

The soft cover provides an ideal solution for the challenge of stowing the folded top without compromising the fuel tank and trunk capacities expected by Jaguar customers. XK8's soft top features one-button operation, automatic latching and a heated glass rear window, both for durability and all-weather visibility. Raising or lowering the hood takes only 20 seconds.

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Classic Jaguar interior

The interior style of XK8 is a classic cockpit theme which combines a sporting character with exceptional comfort and luxury. The high waistline and cowl convey a unique sense of Jaguar intimacy, reaffirmed by the traditional wood veneers, soft natural trim materials and colourways.

Extensive market research into customer preferences resulted in the development of two distinct interior trim themes for XK8, designed to widen its appeal. The darker tones of the standard Sport interior reflect contemporary tastes in fashion, art and furnishing and provide a more functional, state-of-the-art appearance. The optional Classic trim epitomises the traditional Jaguar walnut and leather environment with elegant colour coordination.

The cabin is more spacious than that of the XJS with both increased headroom and front seat travel. The capacity of the coupe luggage compartment is best-in-class at 327 litres, enabling XK8 to accommodate two sets of golf clubs.

The power operated driver and passenger seats are multi-adjustable for greater occupant comfort and support with the controls ergonomically positioned on the outboard side of the seat cushion.

The air conditioning system from the XJ Series saloon provides best-in-class performance and refinement. The driver simply dials in the required temperature, selects 'automatic' and the system maintains a stable cabin environment. Sophisticated audiophiles can specify the premium audio system jointly developed by Jaguar and Harman Kardon - one of the world's top sound system manufacturers. The 240 watt/ 8 channel system has been specially "sound tailored" to the interior of the new XK8.

For comfort and convenience, audio and cruise control system switches are mounted on the steering wheel while an electrically operated 'tilt away' steering column is offered for ease of entry and exit.

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Comprehensive anti-theft systems

XK8 is specified, as standard factory fitment, with a new comprehensive perimeter alarm system, engine immobiliser, deadlocking and automatic locking on vehicle drive-away. The security systems are a development of those fitted to Jaguar's XJ Series saloon which, in 1995, received the coveted BVRLA Anti-Theft Award and exceed the stringent British Insurance Industry's Criteria for Vehicle Security. The category one, Thatcham approved security system, together with highly competitive repair costs, result in class leading insurance groupings of 18E (coupe) and 19E (convertible).

Enhancing the Jaguar driving experience

The vehicle dynamics systems of the new XK8 are designed to enhance the legendary Jaguar driving experience. The new model features a new braking system, electronically controlled variable ratio, speed proportional power steering and new twin wishbone front suspension. The rear suspension is a development of that fitted to the high performance Jaguar XJR sports saloon. Anti-roll bars are fitted front and rear.

The front cross beam is an aircraft specification, all-aluminium alloy die casting which combines the advantages of light weight and great strength. Each beam is subjected to X-ray inspection prior to installation.

Available as an extra cost option on XK8 coupe only, Jaguar's sophisticated Computer Active Technology Suspension (CATS) with 18 inch wheels optimises ride and handling in all conditions by using uprated springs to increase roll stiffness and adaptive dampers under electronic control for ride refinement.

The result is a unique combination of sports handling and grand tourer comfort. The operation of the CATS system is completely automatic, requiring no intervention from the driver.

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Extensive range of safety features

XK8 incorporates an extensive range of safety features including twin airbags and pyrotechnic seat-belt pre-tensioners, while the body structure has outstanding impact-resistance, exceeding all crash legislation worldwide.

Two new systems, linked to the anti-lock brakes, provide safe, controllable handling under electronic control. Stability control reduces wheelspin in adverse road conditions by decreasing engine power while traction control has the ability to apply the two rear brakes independently to improve grip in slippery road conditions.

Multiplexed electronics system: state-of-the-art

To ensure that the XK8 driver can enjoy a wealth of features contributing to comfort, convenience and safety, the new model incorporates a multiplexed electrical/electronics system. Multiplexing enables the vehicle's electronic modules to inter-communicate quickly and share information. It also reduces the number and length of wires for improved reliability and packaging.

The high speed powertrain and chassis electronics system - including stability and traction control - are grouped together in a Controller Area Network, capable of transmitting data at up to one megabyte per second. This advanced microprocessor control brings major benefits in safety, refinement and fuel efficiency.

Recyclable materials

Care for the environment is a major priority for Jaguar engineers and the new XK8 reflects the company's ongoing commitment to an environmentally benevolent strategy. A minimum of 80 per cent by weight of each new XK8 is recyclable.

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FOR FURTHER INFORMATION: Communications & Public Affairs
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